

## PLANS ARRIVE FOR AUERBACH'S STORE

Bids Will Be Asked Soon for Construction of Big Building.

Further attention is called to the big improvement to be carried out at the corner of State street and Third South by the arrival here several days ago of plans for the new Auerbach department store. Bids will be called for by the last of this month and it is expected that work will be started immediately.

A number of contractors are already figuring on the structure. Plans for the new building show a structure which will be probably the finest of the kind west of Chicago. Four stories high, and with a ground floor space of 200 feet on State and 155 feet on Third South, the building will vie in size with some of the finest of the kind in the country. The ground floor will have a height of 20 feet, and the other three stories of 15 feet, making a total of more than 80 feet. The entire frontage will be of terra cotta and iron.

Interior arrangements of the building will be of the best. A special plant for heating and lighting the building will be installed and bids on this portion of the work will be called for in the near future. Every modern improvement known to architecture will be installed. Special features will be the vacuum cleaning plant, a set of spiral package chutes and a traveling belt carrier similar to those used in the big department stores of New York and Chicago.

The employees of the store will be considered in every way. There will be a dining room for employees, so that luncheon can be obtained without leaving the building. Special lockers and retiring rooms will also be a feature of the interior arrangements. The inside of the building will be finished in pure white, thus giving an especially light and airy effect. The completed structure will cost about \$100,000.

## ARBOR DAY WILL BE OBSERVED IN HIGHLAND

Special plans are being made for the improvement of the new addition, Highland Park, southeast of the city by Kimball & Richards, and Arbor day will be devoted to the planting of trees for the beautification of the handsome new addition. Seven thousand trees have been secured to be set out on that day. These trees are mostly Carolina poplars and box elders. Several of the streets in the addition will be planted with Boleana poplars, which are unusually handsome as shade trees, especially from the fact that they have white bark. The number of trees in the new addition will exceed those in Liberty park, which contains only 6,672.

## \$7,100 NEW CONSTRUCTION AUTHORIZED YESTERDAY

Five permits, aggregating \$7,100, were issued yesterday as follows:

A. J. Byron, agent, 266 South State street, new front, \$300.  
Sarah E. Griffith, 343 West Sixth South street, frame addition, \$300.  
H. M. Sperry, rear 215 Kelsey avenue, one-story frame dwelling, \$500.  
E. F. Hanna, rear 337 West Second South street, brick barn and wagon shed, \$2,000.  
Mabel J. Paul, 1099-1101 South Eighth East street, double brick dwelling, \$4,000.

## Pioneer Roofing.

Furnished, laid and guaranteed by LAMBERT PAPER CO.

## REAL ESTATE TRANSFERS.

Marian A. M. Cannon to Walter Best, lots 15 and 17, block 7, University Heights subdivision ..... \$ 50  
W. S. McCormick and wife to C. F. Dustin, lot 27, block 3, Central Park subdivision ..... 15  
Ashton-Jenkins company to Fielding Investment company, lots 12 and 13, County Club place ..... 450  
Francis P. Carlisle et al. to Zion's Savings Bank & Trust company, lot 2, block 4, 10-acre and other property ..... 5,065  
Halloran-Judge company to Agatha P. Schettler, part lot 5, block 16, block G ..... 100  
Julia Neuhausen to James Penmore, part lot 7, block 15, plat G ..... 10  
Ella Q. Van Cott to Thomas Quayle, lots 24 and 25, block 3, Quayle's addition ..... 1  
Cash Savings & Trust company to Charles H. Clifton and wife, lots 17 and 18, block 16, Oakley subdivision ..... 5  
Lewis Beck to M. Gregory, lots 15 and 16, block 1, Remington subdivision ..... 10  
Joshua E. Salisbury and wife to Emilie Schulz, part lot 4, block 19, plat C ..... 750  
Agnes Douglas et al. to H. E. Havenor, part lot 4, block 79, plat D ..... 400  
Kimball & Richards company to Will L. Bassore, lots 1617, 1618, 1619 and 1621, Highland Park addition ..... 1,110  
John Reich and wife to John H. Dykman and wife, part lots 24, 25 and 26, Cummins subdivision ..... 10  
Bell Lake Investment company to the Brunswick Realty company, lots 25, 30, 32 and 34, block 2, Thomson's subdivision ..... 800  
Harry Field et al. to Albert Merrill, part lot 7, block 5, plat E ..... 1,890

Two million dollars guarantees the accuracy of every abstract made by the Salt Lake Security & Trust Co., 32 Up Main. We own our own records.

## EXCURSION TO PARK CRESCENT, ARBOR DAY.

Twenty-five dollars per lot advance May 1 on all lots in Park Crescent. If you want to get in on the ground floor attend the excursion Arbor day. Five-cent fare. Cars leave Mt. Olivet over the Emigration Canyon line at 11 a. m. and every thirty minutes thereafter until 8 p. m. For further information apply Warrant's Real Estate Investment company, 317 South Main. Bell phone 4939.

ANDERSON & CUMMINGS.

## Is Your Health Worth 10c?

That's what it costs to get a week's treatment of CASCARETS. They do more for you than any medicine on earth. Sickness generally shows and starts first in the bowels and liver; CASCARETS cure these ills. It's so easy to try—why not start tonight and have help in the morning?

CASCARETS is a box for a week's 90¢ treatment, all druggists. Biggest seller in the world. Millions have a month.

**CREDIT TO ALL**  
**\$1 a week**  
**\$4 a month**  
For clothes that will make you look right.  
**MERCANTILE**  
Installment Co., 71 West Second South.

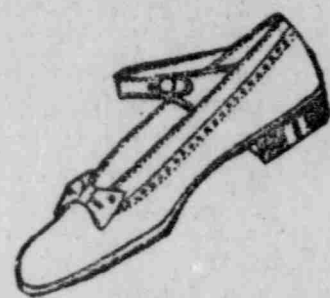
Look for  
Revolving  
Window  
Display

**HIRSCHMAN'S**  
**DEMONSTRATION**  
118 MAIN ST.  
LOOK FOR THE REVOLVING WINDOWS.



**SHOE SALE**

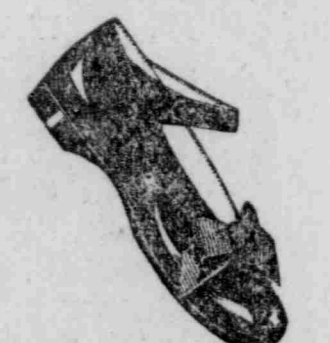
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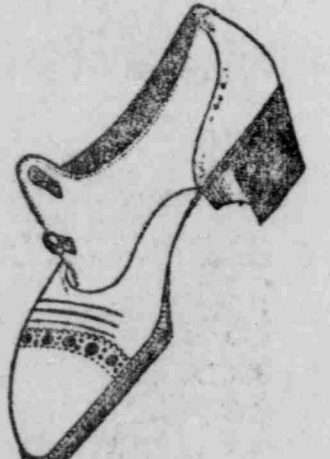
A Fitsu strap for children; does not gape at side.



A classy two-strap sandal for children.



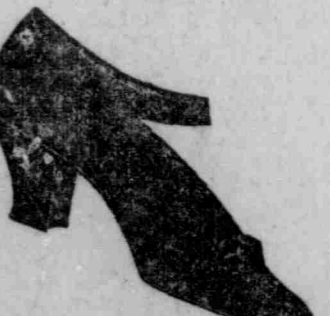
Ankle straps will be very popular.



A snappy man's model.



Roman sandal for children; to be a great go.



A dainty ankle strap pump. \$2.85 special.



Decidedly new 2-strap pattern patent vamp. \$2.45 special.



A short vamp model, melba inst. 17 different combinations on this inst. \$3.50 the pair.

**\$1.95**  
**Special**  
for  
**Women**

Actual \$2.50 values, \$3 styles

Our \$1.95 special for women—Actual \$2.50 values, \$3.00 styles. These goods are made for us by a manufacturer of the best wearing lines of snappy style medium-priced shoes in the market. We have suggested and improved this line in various ways, building originality into the goods of the higher priced class. This firm always made shoes to wear good, and now we have them in the snappy style class. It is a perfect combination at a moderate price; including pumps and eclipse ties, button effects and Gibson ties, in patent. Also a splendid showing of kid in strap or Gibson tie effects.

See window No. 4, revolving window display.



WHEN a manufacturer of some new product wishes to introduce it, he puts a demonstrator in the field, who explains its many good qualities and thus starts the products sale. If it has merit it wins, if not it loses out. We are going to run a **DEMONSTRATION SHOE SALE**—a sale that has real merit and will win, because the values and assortments are such as can only be found in Hirschman's store—because we are doing the largest popular priced shoe business in the middle west and our buying and selling facilities are such that we can and do undersell the market.

Rather a strong statement, but backed by facts. Many months in advance we place orders for goods made to suit the special requirements of our trade—shoes with value and style and goodness crowded in every point. Every little detail seen to that will make them better shoes for less money. Every pair in the popular priced class—and by popular priced is meant shoes not so cheap as to be shoddy and not so high priced as to yield manufacturer and merchant an exorbitant profit.

You will notice a particularly significant fact that the prices we quote right now in this ad are such that you will find quoted by others at seasons end, when assortments are broken. The policy of the Hirschman store is to sell you just what you want when you want it at the price you want to pay. We figure our business on the lines of all the great mercantile successes—that it is better to sell a large number of pairs of shoes at a small profit than a lesser number of pairs at a large profit, relying strictly on the increased amount of sales to make up for lessened profits.

As to varieties we claim and we prove that we have more pairs of popular priced shoes than any store in the middle west. Every item quoted in this ad includes hundreds of pairs in complete sizes. Come expecting much—we never disappoint.

**\$3.35**  
**Special For Women**

we will stand back of every pair of these for reasonable wear. Next in popularity to patent leather is the bright kid stock, which we show in the more conservative models. Gun metal and the demi-glaze effects are also to be very popular this season. Now we want to call your particular special attention to this \$3.35 special if you are looking for merchandise out of the ordinary class. These shoes are made by the Goodyear welt or hand turn process, which makes them easy to the foot as it is possible to make a shoe; the linings are free from wrinkles and the styles are modish and the shoemaking is of that superior character that has made American shoemaking famous throughout the world. The styles include every up-to-the-minute design; there are 55 distinct styles to choose from and each one is a leader in its class. Pumps are to be the big style hit—we have originated a pattern that does away with the gaping at the side, so common with last season's pumps; button effects are also all to the good—Picture a swell style—you'll find it here. Window No. 1 of our revolving window display gives you a fair hint of the many pretty styles.

\$3.35 special for women's \$4 and \$4.50 values that you cannot duplicate short of the higher priced sorts. Practically all of these Oxfords are made by Krippendorf & Dittman, who do not know the meaning of the words poor shoes. The patents in this grade are built of Chrome patent, which we have found the most satisfactory we can buy, and whilst we do not guarantee patent, we will stand back of every pair of these for reasonable wear. Next in popularity to patent leather is the bright kid stock, which we show in the more conservative models. Gun metal and the demi-glaze effects are also to be very popular this season. Now we want to call your particular special attention to this \$3.35 special if you are looking for merchandise out of the ordinary class. These shoes are made by the Goodyear welt or hand turn process, which makes them easy to the foot as it is possible to make a shoe; the linings are free from wrinkles and the styles are modish and the shoemaking is of that superior character that has made American shoemaking famous throughout the world. The styles include every up-to-the-minute design; there are 55 distinct styles to choose from and each one is a leader in its class. Pumps are to be the big style hit—we have originated a pattern that does away with the gaping at the side, so common with last season's pumps; button effects are also all to the good—Picture a swell style—you'll find it here. Window No. 1 of our revolving window display gives you a fair hint of the many pretty styles.

## PREMIUMS FREE IN OUR CHILDREN'S DEPARTMENT

We are putting forth every effort to win the children's trade. We fully recognize the fact that the children have a wonderful influence in directing their parents' steps to this store. Our salesmen all have a kind spot in their hearts for the children corner; they take pleasure in giving premiums to the children and winning their good graces. As to the character of merchandise sold in our children's department, we know that it is of such a good class that it will bring you back again—as the steady growth of this department can prove—as good shoes at fair prices will always win. In this connection, we wish to say that we guarantee every shoe we sell, and if not good, we make it good. A few special prices of interest from the children's department.

Our Will-Wear Shoes for children, made of genuine dongola kid, solid soles, neat style.

Sizes 5 to 8 at ..... \$1.00  
11½ to 2 at ..... \$1.45  
8½ to 11 at ..... \$1.25

We are showing the niftiest line of Ankle Strap Slippers for misses and children. This is called the Fitsu strap. This effect avoids all gaping at the side so common in children's slippers. Come in patent leather vamp with a dull insert to contrast. Also patent vamp with insert of brown kid, champagne kid or white kid.

mon in children's slippers. Come in patent leather vamp with a dull insert to contrast. Also patent vamp with insert of brown kid, champagne kid or white kid.

We also show this ankle strap pattern in a practical plump kid stock, for hard service wear.

Sizes 5 to 8 at ..... \$1.45  
8½ to 11 at ..... \$1.65  
11½ to 2 at ..... \$1.95

Big girls' or large misses', sizes 2½ to 6, at \$2.45.

Our Will-Wear Oxford and Patent Ankle Strap Sandals, very neat style.

Sizes 5 to 8 at ..... \$ .95  
8½ to 11 at ..... \$1.15  
11½ to 2 at ..... \$1.45

Extra special leader little Jim line of small boys, 8 to 13, tan or black vici kid shoes, solid leather throughout. Best \$1.50 values at 98c.

Extra special, the best \$1 Infants' Shoe, made by Shaft Pierce, of Minnehaha shoe fame, at 76c.

## IN OUR MEN'S DEPARTMENT

We are showing some exceptional values. Brief mention is here made of the reductions.

Men's \$5 values, shoes and oxfords, complete new lines at **\$4.35**

Men's \$4 oxfords and shoes, complete new lines at **\$3.35**

Men's \$3.50 shoes and oxfords and many \$4 lines at **\$2.85**

SEE REVOLVING WINDOW DISPLAY FOR THESE AND MANY OTHER SPECIALS.